

Spoiler alert: *An additional grant opportunity and updated membership options are coming in our 10th year. No changes are happening now. We will host a town hall-style meeting, in-person and through Facebook Live on March 6, 2018 and March 21, 2018 to discuss these exciting changes driven by our strategic plan.*

Valued Impact Member,

With our current membership year underway, we are well-positioned to look ahead at Year 10! In anticipation of this milestone, the Impact 100 leadership committee is eager to share a strategic plan update, including details on our revised 2018-2019 membership options, an additional grant opportunity and the announcements of two upcoming information sessions.

As you know, the Impact 100 leadership committee delved deeply into strategic planning, research and reflection in 2017 with the goal of providing our members and future leaders with a long-range vision that would best serve Richmond. The feedback, data points and learnings highlighted our organization's many strengths, forced us to further examine our hurdles and, most importantly, *led us to fall even more in love with our members and our mission (if that was even possible!)*

Our Challenge: A Complex Model

A collective-giving model is intended to be a simple formula: engage more members, increase grant dollars and minimize overhead expenses. As our organization has grown over the years, so have the complexities of our three membership levels. Since its inception, Impact 100 Richmond has always made membership accessibility and inclusivity a priority, which has led to an increase in membership and community exposure year after year. These good intentions have also significantly increased the administrative demands on our volunteers and caused an imbalance between membership and grant-making initiatives. As women of purpose, we must keep our eyes on our mission, which at times will require us to monitor and adjust. *Just as we drive innovation in our community, we must apply creative thinking to our organization.*

Our Solution: One Member, One Vote, Two Levels, More for Richmond

Beginning next year in 2018-2019, we are excited to announce that ***every member will receive an individual vote***. That's right: one member, one vote! We believe this adjustment not only addresses the need for a more simplistic administrative process, but also gives every woman the autonomy she deserves when directing her funds. The beauty of this one-member-one-vote model: members can still connect and collaborate through meaningful discussions with fellow members *and* bring their whole mind and spirit to the Big Give voting ballot. So keep your circles meeting and connecting!

As a diverse group of women representing many communities, age groups and socioeconomic levels, Impact 100 Richmond remains committed to providing multiple access levels to its members. Beginning next year in 2018-2019, we will be offering ***two giving level options: \$1,100 and \$600***. Based on our extensive research, the leadership team believes the revised

giving levels represent the wants and needs of members: offering flexibility year to year, accessibility, simplicity and the desire for more meaningful engagement through educational and grant-making programs. In fact, based on all your input last year, we will have great news to share at the Big Give about our expanded transformational grant-making program to include a “catalyst” grant— just another example of how Impact 100 Richmond is dedicated to enriching our members’ experiences and responding to the funding gaps in our local community.

We hope this update has effectively conveyed our ongoing commitment to our members, our mission and the future of Impact 100 Richmond. We also know such changes deserve the opportunity to be processed and for questions to be asked. As such, we will hold two Q&A sessions on March 6, 2018 and March 21, 2018. These sessions will be in-person and on Facebook Live. Stay tuned for more details in the February and March newsletters. We’d love to have you join us and ask your questions.

While we know a look ahead is critical for our long-term success, right now our volunteer leaders are most focused on this year’s final climb to our grant awards in May. **Please keep spreading the good word about Impact 100. We are so close to this year’s goal and eager to build more partnership with Richmond nonprofit community.** Together we have invested \$1.2M, and we are humbled by the reports that have already been shared by this year’s grantees. As always, thank you for your commitment to Richmond and to each other.

Sincerely,

Jill Lemon, Chair

Carol Anne Baker Lajoie, Chair-Elect

